

Global Workforce Staffing

Case Study 1

Client: Independent Insurance Agency East Coast

Problem: Difficulty with hiring quality Customer Service Representatives

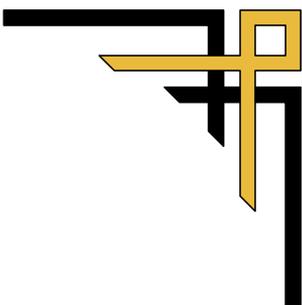
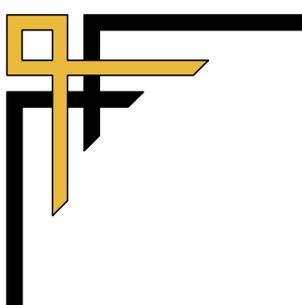
- Every Insurance agency is looking for these positions which makes it hard to compete with the larger agencies
- CSR compensation is at an all-time high
- Lack of qualified candidates
- Cost of service with high salary, benefit, taxes, etc. is significantly impacting the agencies bottom line.
- Agency has to “settle” for lower quality CSRs
- Agency has had large growth in revenue and struggles to meet service demands. As the company was growing, the profitability was not proportionate as the labor cost for service was consuming the profit.

Solution: Created an efficient and cost -effective service solution

- Identified time consuming tasks that highly compensated CSRs were performing.
- Developed Philippines service support model with English speaking Virtual Assistants working on USA time schedule.
- All back-office service tasks were removed from the CSR’s responsibility.

Tasks included:

- ★ Policy checking
- ★ Endorsement checking
- ★ Renewal and new business quoting
- ★ Certificates
- ★ Online changes
- ★ Claims concierge



Process: Entrepreneur Global Workforce Staffing helped design job workflow for back-office services. Candidate search requirements included:

- Two- year minimum Back-office Insurance experience
- IQ testing minimum average to gifted
- Background Verification
- Behavioral testing in line with service position
- English competency: Fluent
- Email communication: Fluent
- Work time: USA Eastern work hours.
- Workdays: Monday thru Friday

Outcome:

- Time consuming, repetitive, and supportive tasks that were outsourced to Philippine Virtual Assistants saved the client 71%
- CSRs were able to double the clients they serviced
- CSRs were able to focus on the most important part of their job which was communicating with the client to build strong relationships, grow the business, and increase client retention by cross selling other lines of business.
- CSRs were no longer overwhelmed and with the quality of the outsourced Virtual Assistants, they saw them as assistants that freed up their time.
- Client growth in personal lines was 30%. Virtual assistants supported the sales team providing quick and accurate quoting tasks. This allowed the producers to focus on new business.
- By outsourcing the time-consuming tasks, the agency was able to manage more clients with their current staff and manage their new growth.

